

Recruitment, Participation, and Sampling: Researchers' Results in General Practice

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Agenda

- Introduction
- Client Constraints
- Respondent Pools
- Audience Characteristic Effects
- Recruitment Techniques
- Primary Research

Introduction

- CLA Survey Services – What we do
- Our Clients – Faculty, Graduate Students, & University Administration

Client Constraints

- Financial
- Timing / Time (temporality)
- Access to Respondents

Respondent Pools

Student Populations

- Types:
 - Managed lists – Psychology, School of Journalism & Mass Comm., Carlson School of Management
 - Ad hoc – Classroom(s), College-wide, University-wide
- Attributes:
 - Younger, interested group
 - Little to no costs
 - Homogeneous
 - Generalizability concerns

Respondent Pools

Third Party Samples

- Types:
 - Customized Sampling:
 - KnowledgeNetworks \$\$\$\$\$
 - StudyResponse \$\$\$
 - Ad hoc Sampling:
 - Mechanical Turk (Amazon) \$
- Attributes:
 - Better access to diverse groups
 - Representative samples
 - Higher costs

Respondent Pools

Additional Sources

- **Sites – Facebook, MySpace, ...Craigslist**
 - Recruit for very specific population characteristics
 - Lower costs (or none at all)
 - Unlikely to be representative sample
 - Highly variable response rates
- **Industry lists**
 - Access to specific groups
 - Unknown list quality and response rates
- **Employee Lists**
 - Academic and non-academic partnerships
 - More controlled environment
 - Coordinating with another organization

Audience Characteristic Effects

- Students vs. others
- Targeted population
- Age
- Income Level
- Level of Education
- Race/Ethnicity
- Gender

Audience Characteristic Effects

Gender

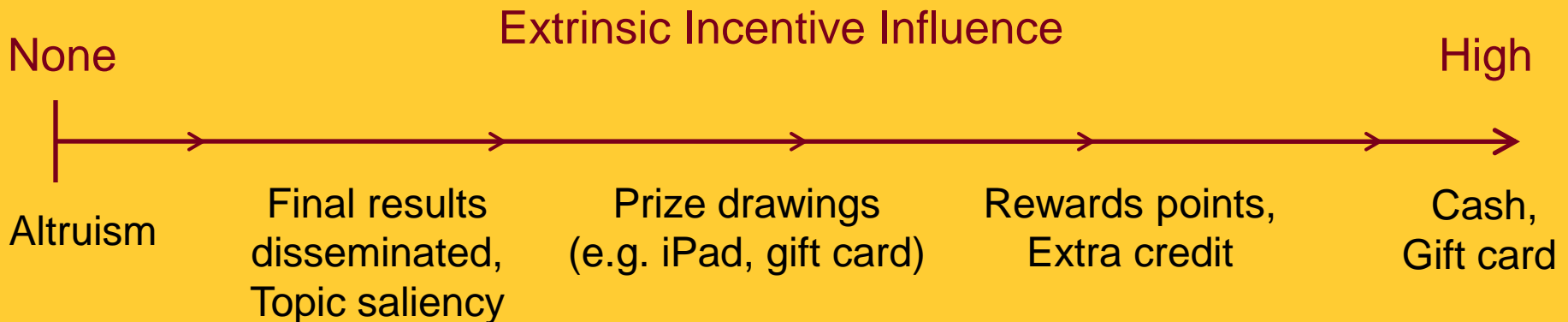
- Psychology REP program historical split ('07-'11)
 - 62% Female / 38% Male
- REP Gender Participation Rates by Semester:

Academic Semester	REP Program - % Female	
	Population	Survey Participants¹
Spring 2011	60%	66%
Fall 2010	63%	72%

1) Participation rates based on online surveys conducted by our service.

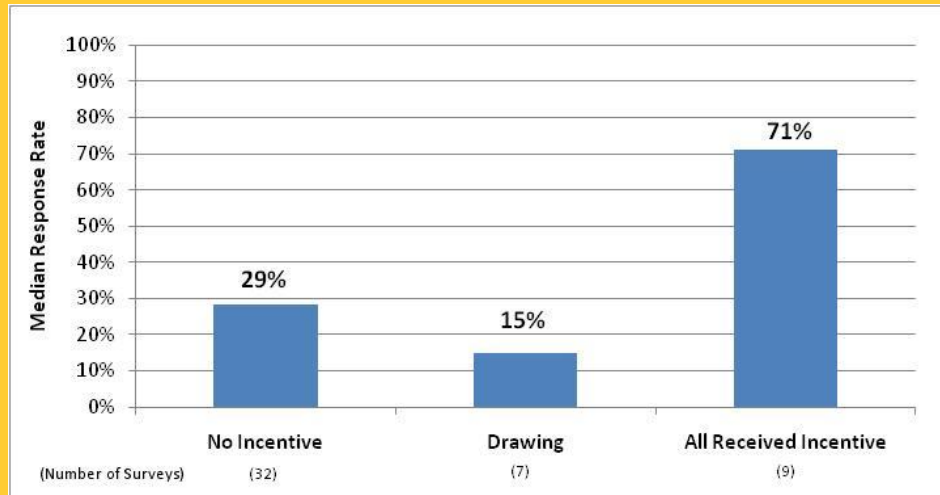
Recruitment Techniques

- Multiple communication channels
- Personalization
- Source credibility
- Reminders to non-responders
- Incentives:



Prize Drawing Experiment Background

- Our secondary research - Median Response Rates by Incentive Type:



- However...other primary research:
 - Several studies – No impact
 - Bosnjak and Tuten (2003) - Prize drawing group had higher willingness to participate rate versus no incentive group.

Prize Drawing Experiment

Overall

- Treatment (\$100 Prize drawing) vs. Control

“Please take our survey & enter a drawing”

Initial Invitation Response Rate



	No Incentive	Prize Drawing
Overall*	2.7%	3.3%

* Statistically significant at the 95% confidence level.

Prize Drawing Experiment

Gender & Incentive Interaction

Percentage Female by Experiment Group

	No Incentive Group	Prize Drawing Group
Female*	48.6%	50.4%

* Statistically significant at the 95% confidence level.

Gender Response Rates

	Female	Male
Overall*	3.3%	2.6%

* Statistically significant at the 95% confidence level.

Gender Response Rates by Experiment Group

	No Incentive Group	Prize Drawing Group
Female	2.6%	3.9%*
Male	2.7%	2.5%

* Statistically significant at the 95% confidence level.

More Research Needed!

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